



## King County

CHIEF OF INFORMATION PRODUCTION AND DISTRIBUTION SERVICES

(MARKETING AND SALES SPECIALIST IV)

DEPARTMENT OF TRANSPORTATION/TRANSIT DIVISION

SALES & CUSTOMER SERVICE SECTION

Annual Salary Range \$64,912 - \$78,474

Job Announcement: 05RC5426

OPEN: 10/24/05 CLOSE: 11/4/05

**WHO MAY APPLY:** This position is open to King County employees who are career service employees, career service exempt employees, or current probationary employees who attained career service status in a previous position.

**WHERE TO APPLY:** Required forms and materials must be sent to: **201 S. Jackson Street, M.S. KSC-TR-0419, Seattle, WA 98104** or hand-delivered to **Career and Employment Center** at 201 S. Jackson Street. Applications materials must be received by **4:00 p.m. on the closing date.** (Postmarks are NOT ACCEPTED.) Contact Ralph Cady at (206) 263-4782 or by email at ralph.cady@metrokc.gov for further inquiries. **PLEASE NOTE:** Applications not received at the location and by the closing date and time specified above will not be processed.

**FORMS AND MATERIALS REQUIRED:** A [King County application form and data sheet](#), résumé, letter of interest describing your interest in the position and how you meet or exceed the requirements, and answers to the supplemental questionnaire attached to the end of this job announcement are required.

**WORK LOCATION:** King Street Center, 201 S. Jackson St., Seattle, WA (in Pioneer Square)

**WORK SCHEDULE:** The workweek is normally 8:00 a.m. – 5:00 p.m. Monday through Friday. This position is exempt from the provisions of the Fair Labor Standards Act, and is therefore not eligible for overtime pay.

**PRIMARY JOB DUTIES INCLUDE :** This position supervises the Information Production and Information Distribution functions in the planning, production and distribution of a wide variety of customer information for transit riders. This information encompasses many mediums and purposes and includes timetables, rider alerts, bus stop schedules, street teams, information signs and kiosks, facility signs, maps, bus destination signs, coach signage, encrypted fare media cards, fare media, smart card technology, real-time signage and web applications. Duties include:

- Develop and recommend strategic plans, timelines and budgets; request funding for special projects and capital budgets; establish program goals and priorities; plan and schedule necessary tactical activities to accomplish goals.
- Initiate, manage and deliver customer information programs and projects within agreed-to scope, budget and timeline parameters, without compromising quality control and customer service.
- Supervise Information Production and Distribution staff; oversee daily operations of workgroup, including the monitoring and continuous improvement of work processes and results. Responsible for the full scope of supervisory responsibilities including hiring, training, counseling, work assignments, performance evaluations and disciplinary actions.

- Manage the work unit's electronic publishing systems which integrate various Metro database systems and enable the production of timetables and bus stop schedules, and Metro's automated inventory and literature retrieval system in the distribution warehouse. Oversee the development, monitoring, adjustment, and updating of these systems and processes as necessary to stay technologically current for acceptable performance and maintenance.
- Monitor the annual and monthly operating budgets to control costs, substantiate cost/benefit analyses and improve cost efficiencies. Adjust programs and projects as necessary to meet stated budget goals and guidelines.
- Oversee the planning, negotiation and administration of various consultant contracts for special and capital projects, and major purchasing contracts for fare media production, transfer production, and timetable printing, involving a variety of internal and external project partners and vendors. Plan and oversee performance compliance levels.
- Represent King County Metro and the Information Production and Distribution workgroups at local and regional meetings with a variety of transit agency partners to ensure informational programs are being planned and implemented that meet customer needs. Meetings typically involve regional fare media, regional literature distribution, customer information services for Metro and ST express bus service, development of new transit centers and park and rides, bus procurement, automated bus systems, etc.
- Present briefings to King County Council on projects related to customer information services, as required.
- Coordinate with a wide variety of internal and external workgroups, committees and project teams to integrate work processes and systems with customer information products and services.

**QUALIFICATIONS:** A bachelor's degree or equivalent in marketing, communications, or a related field; a minimum of **two years** in a team lead or supervisory type capacity, and **five years** of increasingly responsible experience in the planning/design, production and/or distribution of communication materials. Transportation and supervisory experience is desirable. Additional qualifications:

- Expert-level knowledge of applicable communications planning, production and distribution principles and best practices.
- Teambuilding, leadership and supervisory skills.
- Budget and cost analysis skills.
- Knowledge of principles of consultant and purchase contract administration.
- Effective time management and organization skills.
- Skilled in the use of computer software including Word, Excel and Outlook. Understanding of database principles for information management. Ability to assess functionality and potential improvements of special use applications such as electronic publishing, web-based and inventory control systems.
- Ability to develop and maintain effective working relationships with diverse groups of people inside and outside of agency.
- Excellent oral and written communication skills.
- Excellent ability to work as a part of a team and develop cross-functional teams.

**NECESSARY SPECIAL REQUIREMENTS:** Valid Washington State driver's license or the ability to travel in King County in a timely manner.

**SELECTION PROCESS:** Applicants will be screened for qualifications and the clarity and completeness of their application materials. The most competitive applicants may be invited to participate in a panel interview. Final selection will be contingent upon a final interview with management and reference checks.

**UNION MEMBERSHIP:** This position is represented by I.F.P.T.E. Local 17 – Transit Chiefs.

**CLASS CODE:** 2221400

**SUPPLEMENTAL QUESTIONNAIRE**  
**CHIEF OF INFORMATION PRODUCTION AND DISTRIBUTION SERVICES**  
**05RC5411**

The following items address important elements of this position, and the information you provide will help determine your eligibility for further consideration. Please respond to the following items and limit your responses to no more than one typed page per question. Attach all sheets to your application.

1. Describe your experience with initiating, managing, and producing customer communications programs or projects. Include information about the program and/or project objectives, strategies, target markets, budget, communications mediums and technologies used, and program evaluation techniques.
2. Describe your team leadership and supervisory type experience, including the name of your employer, length of experience, number of employees led or supervised, type and level of positions you led or supervised and your responsibilities related to leadership, hiring, performance evaluations, disciplinary action, labor relations and work assignments.
3. Describe your experience with distributing or managing the distribution of informational materials to a given target set of audiences and/or locations. Include information about the types of information distributed, quantities, and methodologies used.